

REMARKS

Claims 1-10 are presented for consideration, with Claim 1 being independent.

Claim 1 has been amended to further distinguish Applicant's invention from the cited art. Support for the amendments to Claim 1 can be found, for example, beginning on page 12, line 22 of the specification.

Claims 1-5 and 7-9 remain rejected under 35 U.S.C. §103, as allegedly being obvious over Ando '486 in view of Applicant's Admitted Prior Art (AAPA). Additionally, Claim 6 is rejected as allegedly being obvious over those citations and further in view of Kumaki '229, and Claim 10 is rejected as allegedly being obvious over Ando, AAPA and further in view of Tanada '578. These rejections are respectfully traversed.

Claim 1 of Applicant's invention relates to a video display apparatus comprised of a converting circuit for executing nonlinear conversion for an input video signal to output a converted video signal, a display brightness featured value detecting circuit for detecting a display brightness featured value indicating a brightness of a display screen, and an adjustment circuit for adjusting the converted video signal on the basis of the display brightness featured value to output an adjusted video signal. In addition, a superimposing circuit superimposes a signal for displaying textual information or an icon on the video signal to output a superimposed video signal. As amended, the display brightness featured value detecting circuit receives the output superimposed video signal and calculates a statistical value, as the display brightness

featured value, from the received superimposed video signal. An image is displayed on the basis of the superimposed video signal output.

In accordance with Applicant's claimed invention, a high performance video display apparatus can be provided.

The Ando patent relates to a multipicture display that includes a voltage compensation circuit. The Office Action asserts that Ando includes a display brightness featured value detecting the circuit, in the form of EHT circuit 15, for depicting a display brightness featured value indicating a brightness of a screen, in addition to an adjustment circuit and a superimposing circuit.

The secondary citation to Applicant's Admitted Prior Art is relied on for teaching a converting circuit for executing nonlinear conversion.

In contrast to Applicant's claimed invention, however, it is respectfully submitted that Ando does not teach or suggest, among other features, a display brightness featured value detecting circuit that receives a superimposed video signal output from the superimposing circuit, and calculates a statistical value, as the display brightness featured value, from the received superimposed video signal. As noted in the Continuation Sheet attached to the Advisory Action mailed July 24, 2009, the EHT circuit 15 generates an ABL/ACL compensation voltage, which is output to a compensation voltage sharing circuit 16. The sharing circuit 16 shares the compensation voltage according to a ratio of APL values detected at a first APL detection circuit 13 and a second APL detection circuit 14. It is respectfully submitted, however, that the EHT

circuit 15 in Ando does not receive an output superimposed video signal and calculate a statistical value, as the display brightness featured value, from the received superimposed video signal.

Accordingly, it is respectfully submitted that even if Ando could have been combined with AAPA as proposed in the Office Action, such a combination still fails to teach or suggest Applicant's claimed invention. Therefore, reconsideration and withdrawal of the rejection of Claims 1-5 and 7-9 under 35 U.S.C. §103 is respectfully requested.

The tertiary citation to Kumaki relates to a display apparatus and is relied on for its teaching of a display brightness featured value which is a sum of an average value of display signals for each color for a predetermined period. The tertiary citation to Tanada relates to an emitting device and is relied on for its teaching of electro-emission display elements. Neither citation, however, compensates for the deficiencies in Ando and AAPA as discussed above. Accordingly, reconsideration and withdrawal of the remaining rejections under 35 U.S.C. §103 are respectfully requested.

Thus, it is submitted that Applicant's invention as set forth in independent Claim 1 is patentable over the cited art. In addition, dependent Claims 2-10 set forth additional features of Applicant's invention. Independent consideration of the dependent claims is respectfully requested.

Due consideration and prompt passage to issue are respectfully requested.

Applicant's undersigned attorney may be reached in our Washington, D.C. office by telephone at (202) 530-1010. All correspondence should continue to be directed to our below-listed address.

Respectfully submitted,

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